



Grillon Bells Pay Requests

do you like your bells — soft, silent, or swinging? Ten years BYU has had a electronic carillon system. The bells are actually small bars under high amplification located with their key on the highest level of the C. E. Eyring Science Center. Though the years there has been much cussing among the users of the bells. Originally the whole Westminster Chime was heard at the hour; half and a lot of it were heard every 15 minutes. This was too much even with the echoes added with the ringing of the north quad.

Now we are doing without the normal chimes while facing difficulties in co-ordinating with the University's IBM system are being worked out.

Hymns, seasonal and school songs are played before devotionals, assemblies and on Sunday evenings by the Bellmaster and his assistants or by an automatic router mechanism near the center.

Robert Bellmaster, C. E. Bushnell will be happy to consider appropriate requests — made by mail, Ext. 3038 or submitted to Student Publications Office, 5th floor, Y Center.

Higher Education Conference Slated

Today's Higher Education Program in America will theme the 64 Utah Conferences on Higher Education to be held at Provo, Sept. 9-11.

Dr. Meredith Wilson, President of the University of Minnesota, will be the special speaker at the conference.

Registration will be held Wednesday evening, Sept. 9, and will be followed by a reception. Two general sessions and section meetings will be held on Thursday. Fellowship Banquet will close the day's activities.

A third general session, a luncheon meeting and final lunch session will make up Friday's scheduled events.

Jeweler's Advertising Dates Back Fifty Years

Two businessmen, G. H. Heindselman, seems convinced of the merit of advertising in the BYU student newspaper after 51 years of continuous subscribing.

Mr. Heindselman first placed an ad in the paper when known as the "White and Blue" as early as 1907. At that time, Mr. Heindselman was an optician associated with Taylor Brothers. He later moved to his present location, 124 West Center and his shop became known as Heindselman Optical and Jewelry Company.

According to the BYU Library Archives, Mr. Heindselman appears to be the longest, continuous advertiser currently using the student newspaper as an outlet for his ads.

The long-time advertiser has always been interested in student affairs. He provided a special gold medal which was awarded the winner of the Washington-day oratorical contest, March of 1961.

Mr. Heindselman says that "the response to his ads in the newspaper has always been highly satisfactory." He has many BYU students over the years in business and has found them to be very sensible when it came to selecting watches or jewelry.

The Old . . .



The remaining Wymount Village buildings have now been torn out to make way for an expansion of the Y Center Parking lot. These buildings were used as television and radio studios, scenery storage and some temporary offices.

Parking Lots Keep Pace With Campus Growth

Students returning this fall will find that BYU expansion has continued with giant strides that have altered the face of the campus they left last spring.

THE TWO largest buildings on campus have reached completion during the summer months, and several other projects fill out the picture of growth that BYU is presenting.

The new dorms north of Hertz Hall will be completed to house 1520 students during the coming year, and the first football game of the season will be played in the new stadium.

Parking lots are making a valiant effort to do their part in keeping up with all of this growth. A grand total of 8,901 automobiles will be able to park at once on the campus this fall when the current expansion of 4,089 spaces is completed.

THE INCREASE comes from six new parking lots which surround buildings that will go into operation for the 1964-65 school year.

The new Cougar Stadium,

which will open Oct. 2, will have a parking lot to accommodate 2,698 cars of football fans.

Two parking lots are under construction to serve the new Fine Arts Center, one on the east with 152 spaces and one on the north with 550.

ACROSS THE campus boulevard east of the new Y Center is a blacktopped parking area for 1,032 cars. It will be expanded 140 spaces when old frame Wymount buildings are replaced with blacktop. The buildings, now being hauled away and razed, formerly housed television and radio studios, scenery storage and some temporary offices.

The new seven-story residence halls north of Heritage Hall will have a parking lot for 375 student cars, and an expansion of the Dairy Products Laboratory in the same area will add 54 parking spaces.

Last Assembly Given Today

The last student assembly of the summer will be presented Tuesday, Aug. 18, at 10 a.m. in the Y Center Ballroom.

Hildagard will be guest of honor as she tells how she caught her man at Summer School. The audience is invited to share her honeymoon in Central Park, according to Bette Magnusson, director.

There will be no assembly on Thursday.

Caps and Gowns Now Available

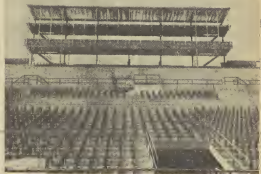
Tickets for the Senior Breakfast will be available until Wednesday, Aug. 19, 4 p.m. in the Alumni House for students wishing to attend the event, according to Ariene Pypher, Senior Class Secretary. The price is \$1.25 per person.

Miss Pypher, also said that Caps and Gowns and announcement cards may be picked up for the remainder of the week between the hours of noon to 5 p.m. at the Alumni House.

Gives Way to the New



Harris Fine Arts Center



Cougar Stadium



New Dorms



Y Center

Why Are You at BYU?

David O. McKay, President of the Church of Jesus Christ of Latter-day Saints, has outlined the objectives of a student at BYU as follows.

BECOME AWARE of one's own ignorance and gain humility in contemplating how infinite God's creations are.

INCREASE ONE'S KNOWLEDGE, selecting those facts and truths which will be most valuable and realizing that exact and definite knowledge is always of the greatest possible value and importance to every individual who has the moral courage to use it rightly.

LEARN THAT ACQUISITION of knowledge will result only from personal effort, not from superficial study or slinking.

REALIZE THE RESPONSIBILITY one has, because of free agency, or individual choice. The opportunity for rising above the plane of animal existence is open to all who choose it.

COME TO A KNOWLEDGE that the purpose of life is not mere existence or pleasure or fame or wealth, but the perfection of humanity through achievement under the guidance of God's inspiration.

If one is willing to accept these objectives as his own, his success cannot be determined by the tabulation of his GPA. Each student must make this evaluation for himself.

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SPECIAL — THIS WEEK
New Low-Fat Ice Cream Product

1 1/2 Gallon 59c

Price's Ice Cream Parlor

Riverside Plaza Shopping Center
12th North 500 West

Campus and Controversy

Misconstrue Orient

Dear Editor:

On August 13 an article appeared in the Universe announcing that a discussion on Viet Nam was slated for the same evening. Describing the Orient the article says: "The Orient has long been a land of mystery and intrigue and has often been ignored and misunderstood by our Western culture."

The statement seemed ironic since most of the ignorance and the misunderstanding by our Western Culture concerning the Orient stems from the ridiculous conception that the Orient is a land of mystery and intrigue.

John D. Chase

Church Misused

Dear Editor:

Ever since the announced tuition increase for non-LDS students, there have been many opinions expressed as to whether this decision was a just and fair one. I believe there has been an important issue overlooked in this controversy, and that is the LDS students who are not making any kind of contribution to the Church. I am speaking particularly of married students.

It is nothing but pure hypocrisy when some "LDS" students come to BYU for a "cut-rate" education while at the same time they will slam the door in the home teachers' faces. These same individuals will rationalize and defend their actions by using the well worn excuse, "I am as righteous as those goody-goody Mormons who run to church every Sunday, and besides I need my money more than the Church does." Often this claptrap emanates from an individual who is holding a cigarette or a cup of coffee.

I do not propose a solution to this problem, but I am sick and tired of those individuals who use the Church as a "whip-boy" and at the same time back in the Church's facilities. I believe the old saying, "Put your money where your mouth is," holds much truth for these people. You can't live off your grandfather's virtues and the Church cannot pay its bills with your grandfather's thing.

David L. McMonigle

Wish I'd Said That

"The nicest thing about an egotist he never goes around talking about other people."

John Maverick,
Cherryvale (Kan.) Republican

"The person who has everything should be quarantined."

Lee Call, Alton (Wyo.)
Star Valley Independent

"A hobby is something you go goofy over to keep from going nuts."

Freda J. Monger
Duluth (Minn.) Publicity

"The 20th Century liberalism (socialism) in the United States thrives on depression. Being political, its base is political action, including a wide variety of federal paternalism."

Julian Starr, Jr.
Chester (S.C.) Reporter

DAILY UNIVERSE

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"Do you really mean, Professor, that if I fail my final I'll have to take Physics 631 over again?"

Photo by Gary Thurmin

Ah, Yes...

'Brevity is the Soul of Wit'

The House Census and Government Statistics subcommittee has been hearing testimony in its study of ways to reduce the paperwork burden of industry and many teachers here on campus fight the same problem according to the Freshman English committee as they brace themselves for the fall onslaught.

Much to the point is a message (brief) to his fellow workers from the president of a large corporation. He reminded them that the length of a communication is no guide to its importance, illustrating his point with the

following examples:
Lord's Prayer . . . 56 words,
Lincoln's Gettysburg Address . . . 266 words,
Ten Commandments . . . 27 words,
The 23rd Psalm . . . 113 words,
The U. S. Government's words on cabbage prices . . . 26,911 words.

There is no objection by business to necessary, useful communication, but complaints from many companies insist they are overburdened with thousands of reports, many of them are triplicate. Does this sound familiar to you.

Music Teacher To Join Class

Upon invitation of William Primrose, eminent viola virtuoso David Dalton, a member of the music faculty at BYU, will join his masters class for violists in Los Angeles during the month of August and September.

The class, part of the Advanced Studies Course which is affiliated with the University of Southern California, is conducted by Messrs. Helfetz, Platigorsky, and Primrose, world famous artists. Mr. Dalton has studied previously with Mr. Primrose at the Eastman School of Music and privately in Los Angeles. The class will apply toward the Doctor of Musical Arts Degree.

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Special College Issue

A Hipster's Guide to the New College Underground

Featuring

- ☐ Classified information on quilting, cheating and integrating
- ☐ How to fake mononucleosis and enjoy Daytona Beach weekends
- ☐ A trio of college lovelies living it up in Paris
- ☐ Well-dressed college men: a 12-page fashion preview
- ☐ Letters from two white northern college students working for civil rights in Mississippi
- ☐ Bogart Mystique—F. Scott Fitzgerald Cult

All this and more in September **ESQUIRE** now on sale!

Mountain Rescue Techniques Taught By Timp Hike Safety Coordinator



"Old Blue" and her three pups are reported still missing after almost a week's search for them.

Record Hop Set As Study Break

If you find yourself frustrated by the pressure of finals as they loom ahead, you can release this tension at a record hop Wednesday evening.

The studentbody event will be held on the Y Center patio from 7:30 until 10:00 p.m.

The dress is casual, and your activity card or 25 cents will admit you to the dance. Everyone is invited to attend and add a little social life to their last minute studying.

Refunds Available

The Physical Education Dept. wishes to remind all students involved that they must turn in their locks and towels by August 21 in order to receive their refund.

Men should go to the towel room in the Fieldhouse and girls must turn in their locks at Room 254 of the same building.

Four Dogs Still Missing Since Theft Last Week

Four valuable Australian Shepherd dogs which were stolen last Wednesday are still missing, according to the owner, Florence McLean, a senior physical education major.

THE MOTHER dog and her three pups were taken during the class break at approximately 8:45 a.m. from a Kelly green pickup truck parked under the trees east of the Gymnasium building. Mrs. McLean has narrowed the time since someone saw the dogs until she discovered they were missing to about three minutes.

Anyone who saw the dogs taken or even saw someone with them is requested to report to Security or to Mrs. McLean at SK 6-6418 in American Fork.

MR. AND MRS. McLean have been raising dogs for three years. At one time last year they had a total of 27 dogs and pups. They

raised 14 dogs this year.

Seven dogs were stolen from the McLeans last summer. However, they were never recovered.

Mrs. McLean is especially anxious to find "Old Blue" as she affectionately calls her lost dog, because she is the best breeder that they have. The dog's value is estimated at \$1,000 and each of the three pups is worth \$75.

THE DOGS were brought on campus to show a prospective buyer. The mother was tied to the truck and the pups were in the back.

"Old Blue" and two of her pups could be definitely identified because of their unusual marking. The mother is bluish gray with black spots trimmed in white and tan. Both of her eyes are bluish white. Each of her two female pups have one white eye. All four dogs are bottailed.

LITTLE MAN ON CAMPUS



"I'M CARRYING MY ROUSHEST SCHEDULE EVER DAD! AT THIS SCHOOL—ATOMIC MATH, PHILOSOPHY, ADVANCED PHYSICS, GERMAN, FRENCH, ANIMATO."



"WELL, I'VE GOT IT ALMOST AS BAD, PLUS HAVING A LOT MORE LAB UNITS."



"IN ADDITION, I'VE GOT A TERM PAPER DUE IN A TEST TOMORROW..."



"I HEARD THIS PITCHER SINGS!"



OUR FUTURE IN COLOR TV LOOKS ROSY

The Color TV market is in full bloom—and GT&E along with it.

The reason? Our Sylvania subsidiary has made dramatic advancements in the performance standards of color TV sets.

In developing these new receivers, Sylvania drew upon the vast research facilities of GT&E. One result, the Sylvania

"Color Bright 85" picture tube using a revolutionary new red phosphor that increases brightness on the average of 43 percent over the industry standard.

Our Sylvania Electronic Components Group is one of the two largest suppliers of receiving tubes and picture tubes... used by 7 out of 10 TV set makers.

As a major factor in all phases of communication through sight and sound, it is small wonder that GT&E has become one of America's foremost corporations. If you're looking for a young, aggressive company with no limit to its growth, you may wish to view GT&E in the light of your own future.

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